

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Inventors: Daniel R. Swanson Sr.
Filing Date: February 6, 2004
For: *System and Method of Using RFID Devices to Analyze Customer
Traffic Patterns in Order to Improve a Merchant's Layout*


Mail Stop Patent Application
COMMISSIONER FOR PATENTS
P.O. Box 1450
Alexandria, VA 22313-1450

Dear Sir:

Information Disclosure Statement

Applicant respectfully requests, pursuant to 37 C.F.R. §§ 1.56, 1.97 and 1.98, that the references listed on the attached PTO-1449 form be considered and cited in the examination of the above-identified patent application. Since the present Application was filed after June 30, 2003, a copy of any U.S. Patent and any U.S. Patent Application Publication cited on the attached PTO Form 1449 is not being submitted with this Information Disclosure Statement pursuant to the July 11, 2003 waiver of 37 C.F.R. S 1.98(a)(2)(i) by the U.S. Patent and Trademark Office. Furthermore, pursuant to 37 C.F.R. § 1.97(h), no representation is made that the references qualify as prior art or that they are material to the patentability of the present application.

Respectfully submitted,
BAKER BOTTS L.L.P.
Attorneys for Applicant



Jay B. Johnson
Reg. No. 38,193

Date: February 6, 2004

Correspondence Address:
Baker Botts L.L.P.
2001 Ross Avenue, Suite 600
Dallas, Texas 75201-2980
Tel. 214.953.6431

Customer Number: 05073

PTO-1449 Information Disclosure Citation in an Application	Application No. Unknown	Applicant(s) Daniel R. Swanson Sr.	
	Docket Number 073897.0151	Group Art Unit Unknown	Filing Date February 6, 2004

U.S. PATENT DOCUMENTS

		DOCUMENT NO.	DATE	NAME	CLASS	SUBCLASS	FILING DATE
	A	5,541,835	07/30/1996	Dextraze et al.	364	401 R	12/29/1992
	B	5,729,697	03/17/1998	Schkolnick et al.	395	223	04/24/1995
	C	6,032,127	02/29/2000	Schkolnick et al.	705	23	10/21/1997
	D	6,236,335	05/22/2001	Goodwin, III	340	825.49	09/17/1996
	E	6,424,264	07/23/2002	Giraldin et al.	340	573.1	10/12/2000
	F	6,507,279	01/14/2003	Loof	340	572.1	06/06/2001
	G	6,536,658	03/25/2003	Rantze	235	375	12/28/1999
	H	US 2002/0080198 A1	06/27/2002	Giraldin et al.	345	864	11/12/2001
	I	US 2002/0161651 A1	10/31/2002	Godsey et al.	705	22	08/22/2001
	J	US 2002/0165758 A1	11/07/2002	Hind et al.	705	10	05/03/2001
	K	US 2003/0009364 A1	01/09/2003	Miyoshi et al.	705	7	07/01/2002

FOREIGN PATENT DOCUMENTS

		DOCUMENT NO.	DATE	COUNTRY	CLASS	SUBCLASS	TRANSLATION	
							YES	NO

NON-PATENT DOCUMENTS

		DOCUMENT (Including Author, Title, Source, and Pertinent Pages)	DATE
	L	von Gunden, "Whose Afraid of RFID?", Integrated Solutions, pp. 1-3, http://www.integratedsolutionsmag.com/articles/2001_11/011110.htm	November 2001
	M	McDonough, Jr., "TI Smart Tags Help Gap Customers Find Their Jeans", CRM News, pp. 1-3, http://www.crmdaily.com/perl/story/14773.html	November 14, 2001
	N	Ustaran, "Data Protection and RFID Systems", Privacy & Data Protection, Volume 3, Issue 6, pp. 6-7	Date Unknown
	O	Albrecht, "Is Big Brother in your Grocery Cart", C.A.S.P.I.A.N., pp. 1-2, http://www.nocards.org/	1999-2003
	P	Albrecht, "Food Industry News", C.A.S.P.I.A.N., pp. 1-16, http://www.nocards.org/news/index.shtml	1999-2003
	Q	Albrecht, "Food For Thought - Auto-ID: Tracking Everything Everywhere", C.A.S.P.I.A.N., pp. 1-5, http://www.nocards.org/AutoID/overview.shtml	1999-2003
	R	Chai, "Tags Track Japanese Shoppers", CNET News.com, pp. 1-2, http://news.zdnet.co.uk/business/0,39020645,2134438,00.htm	May 8, 2003
	S	Matthew, "RFID Tracking Makes it into Japanese Stores", Geek.com, pp. 1-6, http://www.geek.com/news/geeknews/2003May/gee20030509019926.htm	May 9, 2003
	T	Engels, "The Next Information Revolution: The Networked Physical World", Massachusetts Institute of Technology, 21 pages, http://www.autoidcenter.org/media/fmi_2002.pdf	2002
	U	Simon, "What's in a Loyalty Card?", OutofRange.net, pp. 1-4, http://www.outofrange.net/blogarchive/archives/000291.html	July 23, 2003
	V	Skrzyucki, "System's Trademark: Have a Slow Day", The Regulators, pp. 1-3, http://search.washingtonpost.com/wp-srv/WPlate/1999-11/19/0711-111999-idx.html	November 19, 1999

EXAMINER**DATE CONSIDERED**

EXAMINER: Initial if citation considered, whether or not citation is in conformance with MPEP § 609. Draw line through citation if not in conformance and not considered. Include copy of this form with next communication to the applicant.